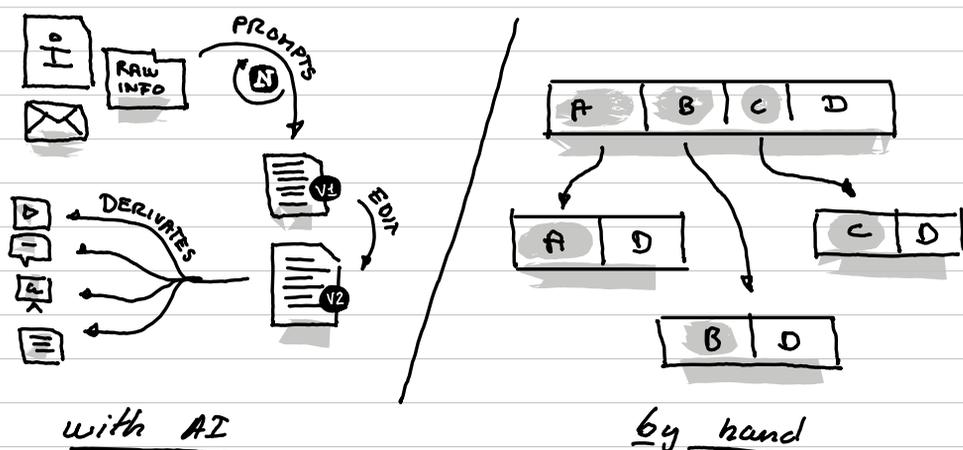


How to use one big video script to create dozens of other communication material elements?

In this article I share how I use the idea of a base script generated with AI and based on concept documents to then generate all the texts for a communication campaign for an NGO.



Context

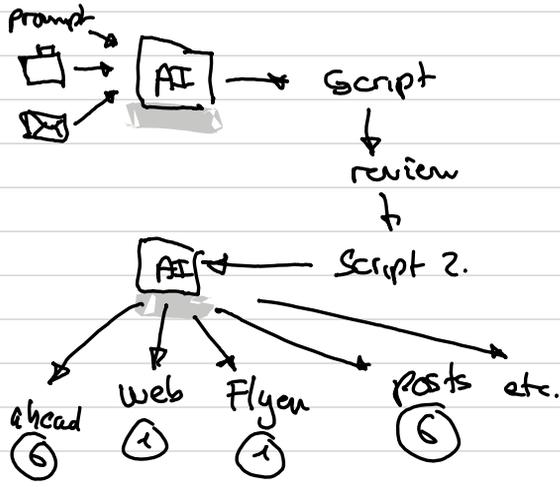
From time to time I get to help NGOs in a pro bono way. One of the latest cases was a project where I helped a team to create an internal communication campaign for a new project that had to be shared both with employees and volunteers from that NGO.

The challenge when communicating within an NGO is that you need to use many different channels and communicate often. As many people are volunteers that means, they don't have access to the same channels than employees have and don't interact with all the channels as frequently as a paid employee would do for who it's his job to check every email.

So you have to create a lot of different communication material which each time is adapted to the channel where the communication is done. You can't use the same text everywhere, you have to adapt the length and tone to each channel.

A base script that creates derivatives

For this project I first created a base script, or text that had all the information, which I then could use to create derivatives for all the different channels.



The original scribble I made about this process to clarify my idea

To create this base script I used the project Concept document, usually within big institutions there is always a very formal document that describes the project in detail. The problem is that this is an administrative document with no storytelling and that is usually pretty boring to read. But it has a lot of information. I also used the email exchange I had with the team, including the answers to my questions. I then used a series of prompts to create the base script based on all this material.

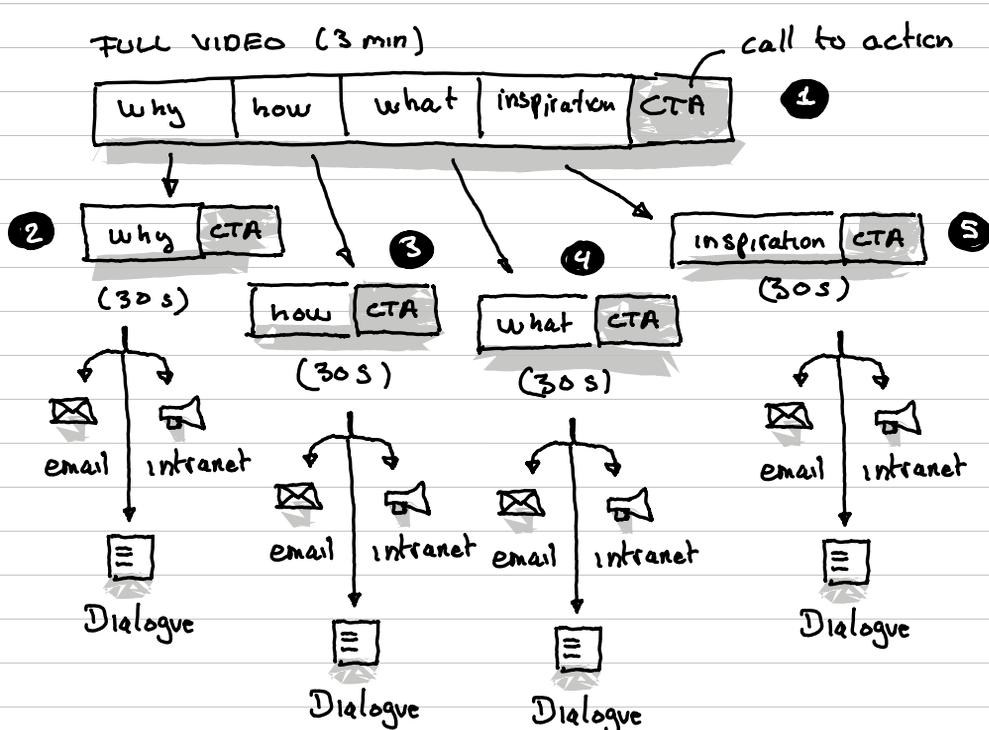
Here's the prompts I used.

ADD HERE PROMPTS

I used Claude Sonnet 4.6 with Notion AI to create the base script and then within notion create for each channel a document that contains the different texts.

A system that works without AI

This idea of having a meta script from which you can then extract smaller pieces is something that works also when you don't work with AI. In fact, at first I planned for this project to use this approach by shooting a big 3-5 minutes scripted talking head video that described the whole project. Then I could use the visuals and texts for other channels, and even cut the video in smaller pieces to create derivatives.



*FROM 1 video to 18 interactions
original sketch from my concept presentation to the NGO team*

Hand made graphics

For the graphic design part, I like to use Canva, as it's a tool that is easy to use, even for people who don't come from the design world. Also it has a nice free plan, which means the material I create can then easily be transformed, adapted, exported for free within the NGO.

I have within Canva a **brand kit** for each of the institutions I work often for. There I have their colors, fonts, imagery, typefaces and logos. I've tried to use Canva AI to generate for me, based on the texts I had previously generated and the brand kit in Canva, all the material. But that just didn't work. Yes it used the brand colors and fonts. But it didn't manage to use the brand templates properly.

So I had to do the final graphic design work by hand.